

REPLACEMENT DRAWINGS

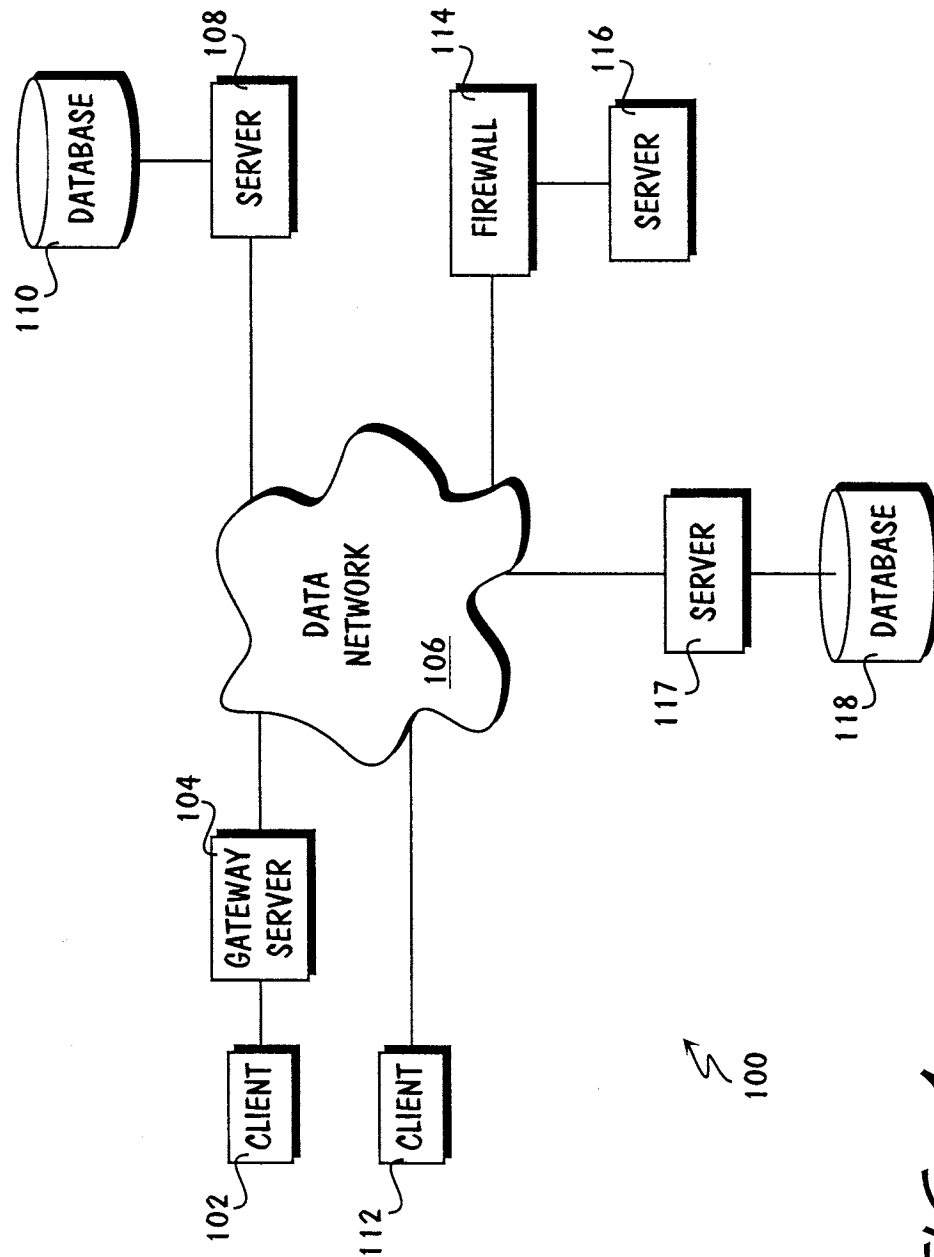


FIG. 1

REPLACEMENT DRAWINGS

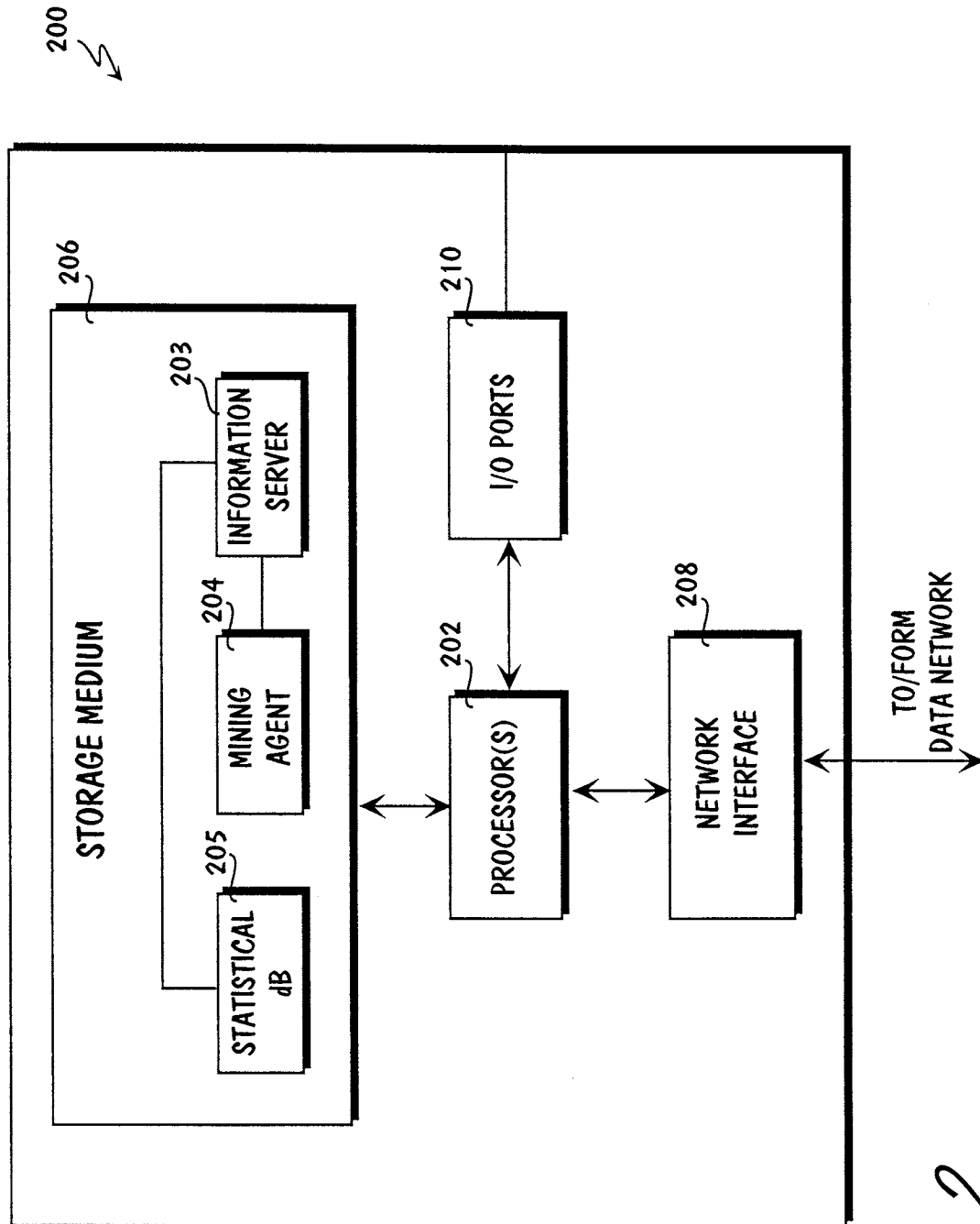


FIG. 2

REPLACEMENT DRAWINGS

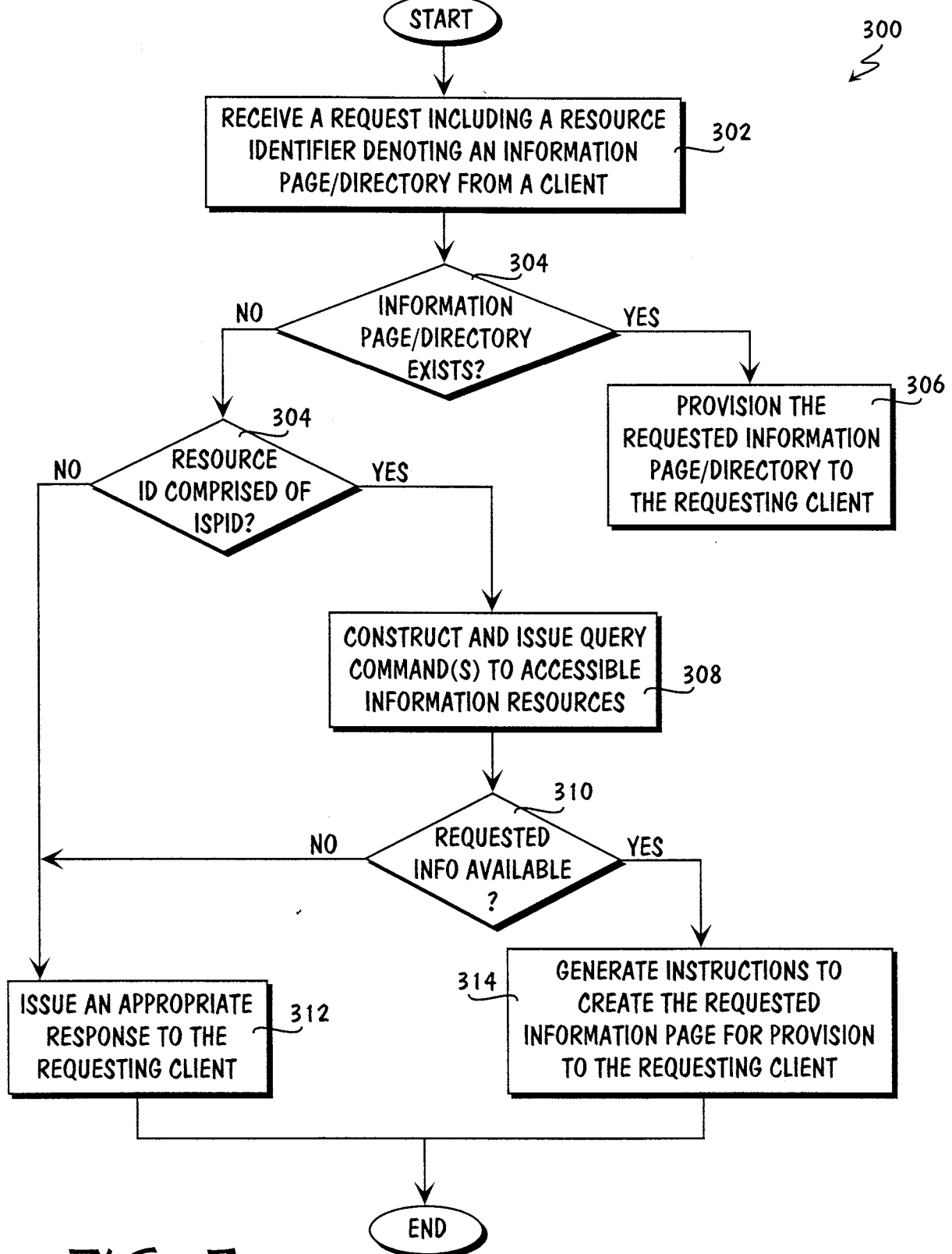


FIG. 3

REPLACEMENT DRAWINGS

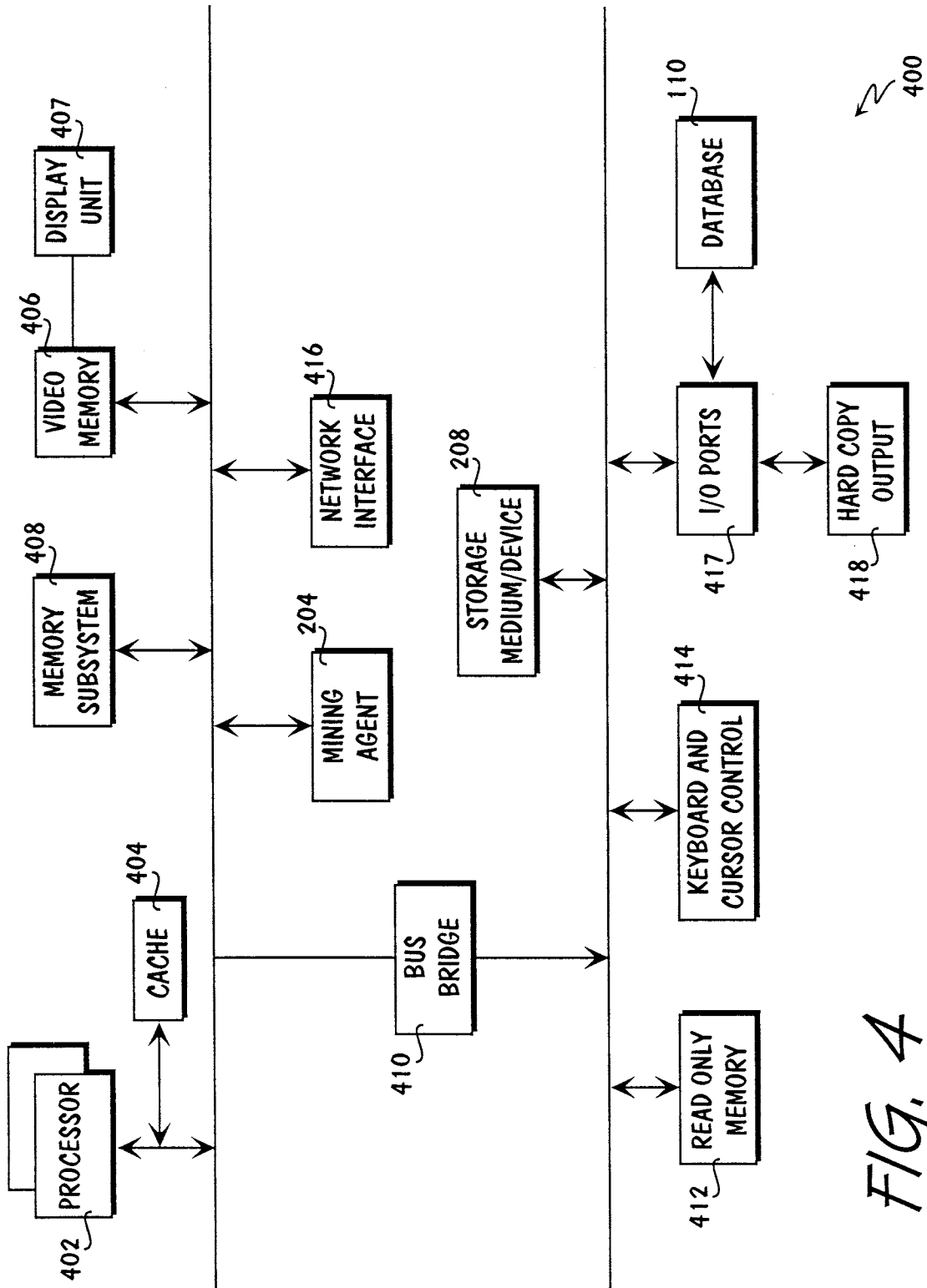


FIG. 4

REPLACEMENT DRAWINGS

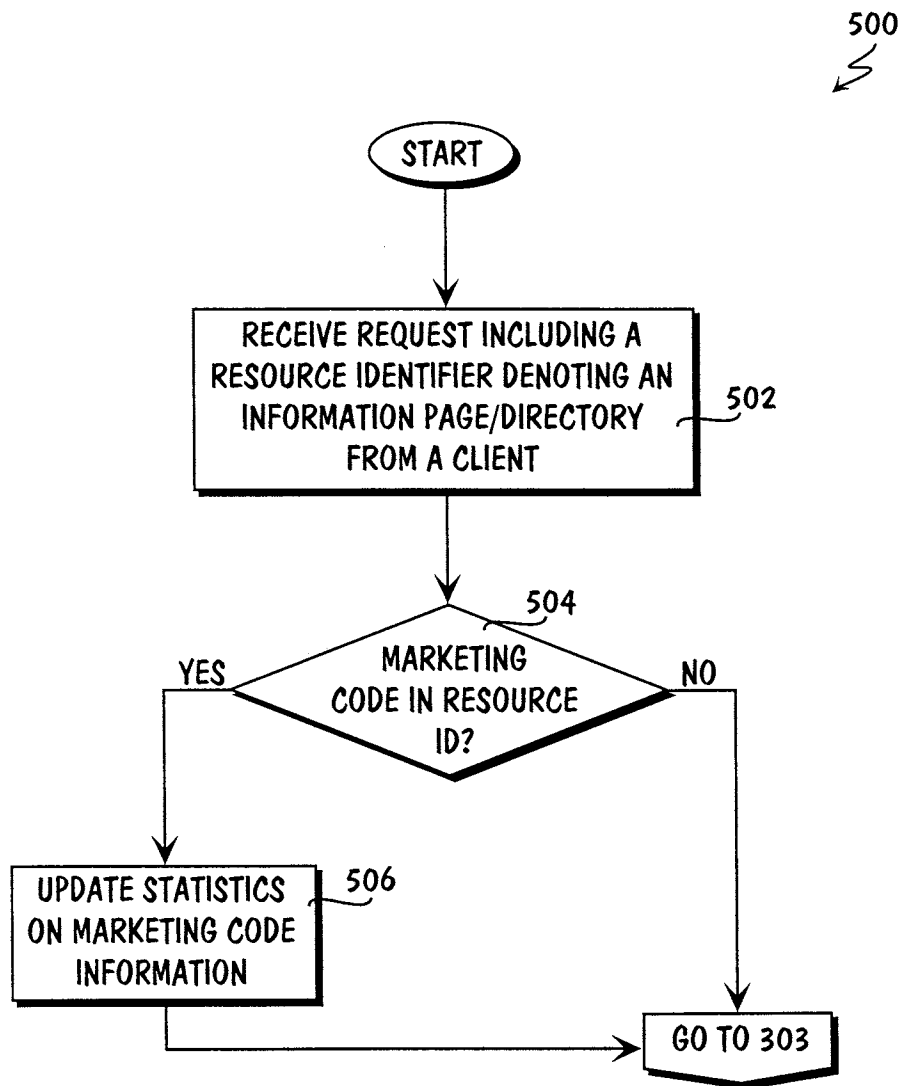


FIG. 5

REPLACEMENT DRAWINGS

600 ↗

602	604	606	608	610	612	614	616	618
MLS ID	LISTING AGENT	STYLE	PRICE	BEDS	BATHS	AIR	GARAGE	TAXES
BC 35740	35	BUNGALOW	\$227,000	4	2	Y	Y	\$2,100
BC 37540	27	RANCH	\$185,900	2	1	Y	N	\$1,100
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•								
•								

FIG. 6

REPLACEMENT DRAWINGS  
**MARKETING EVALUATION REPORT:**

PERIOD ENDING: DECEMBER 31, 1998 ~ 701

700  
↙

702 {  
AGENT 0: 1,800 HITS  
450 REQUESTS FOR INFORMATION  
25 REQUESTS FOR TELEPHONE CALL FOLLOW UP  
\$125,000 - \$175,000 PRODUCT PRICE RANGE  
:  
AGENT 112: 350 HITS  
250 REQUESTS FOR INFORMATION  
50 REQUESTS FOR TELEPHONE CALL FOLLOW UP  
\$1,500,000 - \$2,250,000 PRODUCT PRICE RANGE  
} 710

704 TELEVISION ADVERTISING

23,000 HITS  
230 REQUESTS FOR INFORMATION  
0 REQUESTS FOR TELEPHONE CALL FOLLOW UP  
\$14,000 - \$2,250,000 PRODUCT PRICE RANGE

706 RADIO ADVERTISING

2300 HITS  
23 REQUESTS FOR INFORMATION  
0 REQUESTS FOR TELEPHONE CALL FOLLOW UP  
\$14,000 - \$150,000 PRODUCT PRICE RANGE

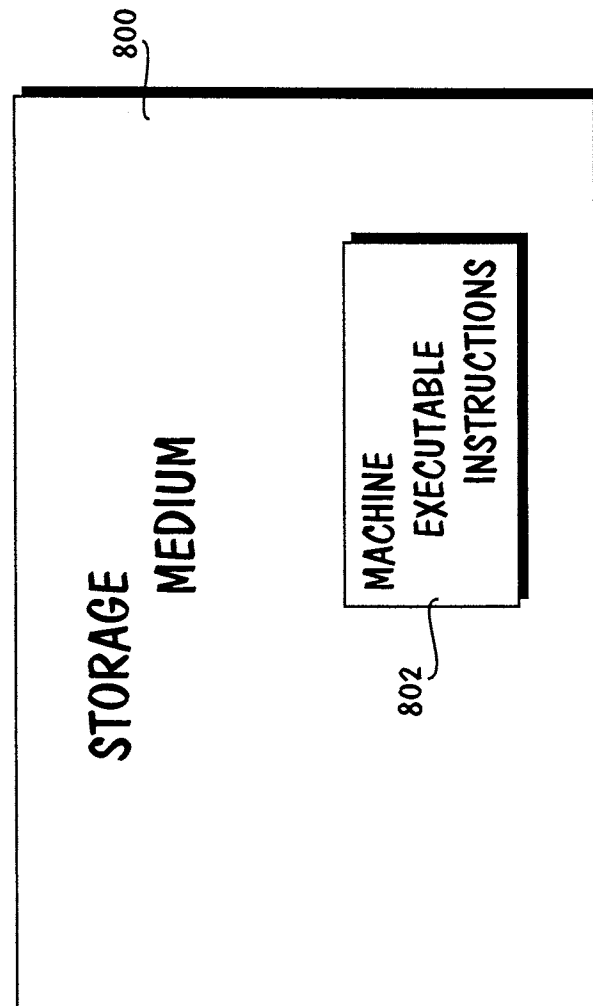
708 INTERNET ADVERTISING

2450 HITS  
1400 REQUESTS FOR INFORMATION  
140 REQUESTS FOR TELEPHONE CALL FOLLOW UP  
\$175,000 - \$450,000 PRODUCT PRICE RANGE

709 PRINT ADVERTISING

1750 HITS  
17 REQUESTS FOR INFORMATION  
4 REQUESTS FOR TELEPHONE CALL FOLLOW UP  
\$275,000 - \$450,000 PRODUCT PRICE RANGE

FIG. 7



*FIG. 8*